

Application ref: 2023/4295/A
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Vicky Harper
Brandon House
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Royal National Hotel
38-51 Bedford Way,
London
WC1H 0DG

Proposal:

Display of 1 x internally illuminated fascia sign, 2 x internally illuminated end signs, 1 x internally illuminated wall sign, 1 x internally illuminated hanging sign (individual lettering of signs illuminated only)

Drawing Nos: Site location plan, Royal National Hotel Development Rev D, GBS003-01007 Rev D, GBS003-01008 Rev D, GBS003-01009 Rev D, GBS003-01010 Rev D, Cover Letter.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 Reasons for granting permission:

The proposals seek to modernise the existing signage to the hotel on its eastern (Woburn Place) and western (Bedford Way) frontages. As part of the proposals, most of the existing signs to the hotel would be removed, including all of the blues signs (both elevations) and the large projecting vertical sign on the eastern elevation together with the ship logo. The front canopy will retain its concrete front elevation.

The proposed new signs would be predominantly in dark blue with white lettering and yellow detailing with internal illumination. On the western elevation, the signage would be more subtle and limited to the ends of the projecting bay. The individual letters of the signs would be internally illuminated by LED power cables, the lighting would be static and have an illuminance level of 350 cd/msq. A projecting sign is also proposed off the front elevation, it will be an aluminium and acrylic box in blue and white colour with fret cut lettering applied to both sides and these letters would be internally illuminated.

The proposed signage with only the individual letters being internally illuminated would appear modest and be in keeping with the existing building and surrounding

area; and the illuminance light levels would be considered acceptable. The signage will therefore preserve the character and appearance of the host building, the conservation area and the streetscape.

The proposal will not impact on neighbouring amenity nor would it be harmful to either pedestrians or vehicular safety in accordance with guidance.

The site's planning history has been taken into account when coming to this decision. No objections were received in relation to the proposal.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposed signage is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of The London Plan 2021 and the National Planning Policy Framework 2023.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer